

JOINT INVENTORS

"EXPRESS MAIL" mailing label No.
EL564458375US.

Date of Deposit: March 29, 2001

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APPLICATION FOR UNITED STATES LETTERS PATENT

SPECIFICATION

TO ALL WHOM IT MAY CONCERN:

Be it known that we, Martin A. Kenner, a citizen of the United States, residing at 420 E. 130th Street, Burnsville, 55337, in the County of Dakota and State of Minnesota; Brian Westover, a citizen of the United States, residing at 6274 Ben More Drive, Fridley, 55432, in the County of Anoka and State of Minnesota; Herbert Kam-wah Yeung, a citizen of the United States, residing at 2224 Woodbridge Way, Woodbury, 55125, in the County of Washington and State of Minnesota and Althea M. Rupert, a citizen of the United States, residing at 649 Hillwood Ct., St. Paul, 55119, in the County of Ramsey and State of Minnesota have invented a new and useful CONTENT RECIPIENT ACCESS TO SOFTWARE NOTES POSTED AT CONTENT PROVIDER SITE, of which the following is a specification.

CONTENT RECIPIENT ACCESS TO SOFTWARE NOTES
POSTED AT CONTENT PROVIDER SITE

Technical Field of the Invention

5 The present invention relates to an
arrangement which allows software notes posted at a
content provider site to be accessed by a content
recipient.

Background of the Invention

10 Network enabled devices such as computers,
televisions, personal digital assistants,
telephones, games, etc. are currently used to access
information and applications from remote sites over
internal and external networks. An example of an
external network which offers information and
15 applications is the Internet. Sites that offer such
information and applications are typically referred
to as content providers, and the users of network
enabled devices that permit the remote access of the
information and applications are typically referred
20 to as content recipients.

 The applications offered by content
providers include e-commerce applications which
allow content recipients to purchase or sell
products and/or services, bidding applications which
25 allow content recipients to bid on products and/or

services, reverse bidding applications which allow
content recipients to accept bids for products
and/or services, stock trading applications, and the
like. Information offered by content providers
include database information, advertisements,
bulletin board information, and the like.

Information and/or applications are
usually disseminated to content recipients who
access content providers in response to specific
requests for the information and/or applications.
One of the problems with this approach is that the
content recipient must often navigate through an
extensive web page and/or many web pages to focus in
on the desired information and/or applications.

In some instances, this problem can be
avoided by automatically disseminating the
information and/or applications from the content
providers to the content recipients. For example, a
content recipient who wishes to receive notices of
new product or service offerings may request the
retailer to automatically send notices of such
offerings to the content recipient. Thus, the

retailer may send an e-mail, for example, to the content recipient for each new offering.

One problem with this practice is that the identity of the content recipient is known to the content provider. Thus, the content provider can provide the content recipient's identity to other content providers who may then provide the content recipient with communications that the content recipient may not wish to receive.

The present invention overcomes one or more of these or other problems.

Summary of the Invention

In one aspect of the present invention, a method performed at a content recipient comprises the following: executing first program code at the content recipient so as to identify a content provider having posted content of interest to the content recipient; and, executing second program code at the content recipient so as to automatically initiate a request for the posted content.

In another aspect of the present invention, a computer readable storage medium stores

program code which, when executed by a computing device, performs the following functions:
automatically initiating a request for the download of content posted by a content provider; and,
5 receiving the downloaded posted content in response to the request.

In yet another aspect of the present invention, a method comprises the following:
executing first program code at a content provider so as to post content for access by a content
10 recipient; and, executing second program code at the content recipient so as to automatically (i) access the content provider and (ii) initiate receipt by the content recipient of the posted
15 content.

Brief Description of the Drawing

These and other features and advantages will become more apparent from a detailed consideration of the invention when taken in
20 conjunction with the drawing in which:

Figure 1 illustrates an arrangement which provides an exemplary environment for the present invention;

5 Figure 2 illustrates an exemplary web page which may be provided by one or more of the content providers shown in Figure 1;

Figure 3 illustrates an exemplary note delivered to a content recipient containing information posted by a content provider who also provides the exemplary web page shown in Figure 2;

10 Figure 4 is a flow diagram of program code that may be executed by the content recipients of Figure 1;

15 Figure 5 is a representation of a screen display showing a notifier according to an embodiment of the present invention;

20 Figure 6 is a representation of a screen display showing newly posted content burning through an active session so as to be displayed to a content recipient;

Figure 7 is a flow diagram of program code that may be executed by the content providers of Figure 1; and,

Figures 8-11 show various methods that may be implemented in accordance with the present invention.

Detailed Description

5 An arrangement 10 which supports the
present invention is illustrated in Figure 1. The
arrangement 10 includes content providers 12A, 12B,
12C, . . . , 12n and content recipients 14A, 14B,
14C, . . . , 14n interconnected by a network 16 such
10 as the Internet. Each of the content providers 12A,
12B, 12C, . . . , 12n may be one or more servers
operated by a web site provider, an Internet service
provider, a search engine provider, etc. As such,
the content providers 12A, 12B, 12C, . . . , 12n
15 offer content that may be transmitted to the content
recipients 14A, 14B, 14C, . . . , 14n over the
network 16. Each of the content recipients 14A,
14B, 14C, . . . , 14n may be one or more network
enabled devices operated by a user such as a
20 consumer, a business, an educational or governmental
institution, a web site, etc.

In accordance with the present invention,
one or more of the content providers 12A, 12B, 12C,
. . . , 12n may carry web pages such as a web page 20
shown in Figure 2. The web page 20 is meant to be
exemplary only and may have any other format as
desired. The web page 20 as shown in Figure 2 has a
plurality of elements such as a note 22, which may
be a Software Post-it Note[®] provided by 3M, an
advertising banner 24, a graphic 26, and text 28.
The web page 20 may be provided by the content
provider who posts the web page 20, or the web page
20 may be provided by third parties who may or may
not pay the content provider to offer the web page
20. Alternatively, third parties may or may not pay
the content provider to simply add material to the
content provider's own web page. As is known, re-
direct URLs may be embedded in the advertising
banner 24, the graphic 26, and/or the text 28 in
order to re-direct the content recipient to other
web pages posted by the content provider who posts
the web page 20 or to the web pages of other content
providers.

An example of the note 22 is shown in more detail in Figure 3. The note 22 includes a title bar 40 which may carry a general title such as "Note" or a more specific title indicative of the product, service, and/or information offered by the note 22. A pull down menu icon 42 may also be present in the title bar 40 and, when clicked on, offers the content recipient with a choice of options such as alarm set, alarm reset, alarm unset, minimize/maximize, move to attachment container (memo board), move to trash, send note to another content recipient, and various note properties such as font, picture, color, etc. The note 22 also includes a display area 44 in which a graphic 46, text 48, and/or other material may be provided.

As illustrated in Figure 3, the text 48 includes a URL 50. The URL 50 is preferably, but not necessarily, a live URL. The text 48 in the example of Figure 3 offers tickets to a game to the content recipient. Assuming that the URL 50 is a live URL, the content recipient need only click on the URL 50 to initiate a function such as a purchase of a ticket. Clicking on the URL 50 may be

arranged, for example, to direct the content
recipient to the web site of a third party in order
to purchase the tickets. Alternatively, clicking on
the URL 50 may be arranged to return the content
5 recipient to the content provider posting the web
page 20 in order to permit the content recipient to
purchase the tickets. As a further alternative,
clicking on the URL 50 may be arranged to initiate
the automatic purchase of the tickets, using
10 previously provided payment and mailing
instructions, from either the content provider
providing the note 22, or from another web site
coupled with the URL 50, or otherwise.

As suggested above, the note 22 may have
15 other designs. For example, the note 22 need not
include the URL 50 as an element thereof. Instead,
the note 22 when received by the content recipient
through a connection already established by the
content recipient may instead include a box or other
20 area which may be clicked on in order to begin the
ticket purchase. This box or other area may contain
a link to other web pages of the content provider or
to a web page of a third party content provider so

as to appropriately process the ticket purchase. As
a further alternative, the link to the other web
pages of the content provider or to the web page of
the third party content provider may be provided as
an option in the pull down menu accessed through the
pull down menu icon 42.

The note 22 may be automatically accessed
by a content recipient in accordance with the flow
chart shown in Figure 4. This flow chart represents
a program 60 that is executed by the content
recipient's network enabled device. The program 60
may be downloaded over the network 16 from a content
provider to the content recipient whenever the
content recipient accesses the content provider's
web site and appropriately expresses a desire to
automatically receive future offerings from the
content provider. Moreover, the program 60 may be
arranged to universally provide the same functions
with respect to other content providers. Instead of
downloading the program 60 over the network 16 from
a content provider to the content recipient, the
program 60 may be supplied to the content recipient
on a disc or other memory device permitting the

content recipient to load the program 60 into the
content recipient's web enabled device.

Execution of the program 60 may be
automatically initiated, for example, each time that
the content recipient starts the content recipient's
network enabled device or accesses the network 16
through the content recipient's network enabled
device. Accordingly, each time that the program 60
is started, a block 62 of the program 60 identifies
and interrogates the content provider associated
with the program 60 and from whom the content
recipient wishes to download new information,
product offerings, service offerings, or other
content. The block 62 may be arranged to target a
single identified content provider or may be
arranged to cycle through more than one identified
content provider. For example, the identity of such
content provider or content providers may be
manually supplied to the program 60 by the content
recipient at any time during the content recipient's
use of the program 60. Alternatively, the identity
of a specific content provider may be associated
with that instance of the program 60 which is

downloaded from that content provider by the content recipient. As a further alternative, the content recipient may have entered several content providers which the block 62 presents to the content recipient on a suitable display and requests the content recipient to select one of the listed content providers during each pass through the program 60.

The block 62, in any case, may be arranged to formulate and transmit a message to a content provider requesting any new content, which may be in the form of one or more notes such as the note 22, that have been posted on the content provider's web page 20 since the last interrogation.

The program 60 at a block 64 then determines whether the content recipient has received an indication from the interrogated content provider that the interrogated content provider has newly posted content that may be of interest to the content recipient. Such newly posted content may be in the form of one or more instances of the note 22 which have been newly posted by the content provider. If the content recipient has received an indication from the interrogated content provider

that the interrogated content provider has no newly posted content that may be of interest to the content recipient, or if the content recipient receives no response within a predetermined time period, the program 60 at a block 66 displays a message asking the content recipient whether the content recipient wishes to cancel the current interrogation. If the content recipient wishes to cancel the current interrogation, the program 60 ends. On the other hand, if the content recipient does not wish to cancel the current interrogation, program flow returns to the block 62 where either the same content provider or a different content provider is interrogated.

If the content recipient has received an indication from the interrogated content provider that the interrogated content provider does have newly posted content that may be of interest to the content recipient as determined at the block 64, a block 68 determines whether the content recipient's network enabled device has the software necessary to display the content. For example, where the content is in the form of one or more instances of the note

22, the block 68 determines whether the content recipient's network enabled device has the software necessary to display the notes. This note displaying software is currently available from 3M.

5 If the content recipient's network enabled device does not have the software necessary to display the content, a block 70 requests the download of the content display software either from the content provider being interrogated or from another content provider and installs the downloaded content display software when received.

10 When the content display software is installed at the block 70, or if the block 68 determines that the network enabled device of the content recipient already has the content display software, the program 60 at a block 72 requests download of the newly posted content of interest. The program 60 at a block 74 determines whether the newly posted content of interest has been received.

15 If the block 74 determines that the newly posted content of interest has not been received within a predetermined amount of time, a block 76 causes the display of a message notifying the content recipient

of the failure to receive the newly posted content of interest and program flow then returns to the block 66.

On the other hand, if the block 74 determines that the newly posted content has been received, a block 78 provides a notifier to the content recipient that the newly posted content of interest has been received. This notifier may take several different forms. For example, the notifier may be the content itself which is immediately displayed to the content recipient as the top active layer of any applications that the content recipient has running on the content recipient's network enabled device. Alternatively, the notifier may be a window or an icon or other symbol which is displayed in a tool bar, a title bar, inside a window frame, or at any other suitable location, as an indication to the content recipient that newly posted content has been received. In this latter case, the content may be received and stored in temporary memory and may be displayed upon suitable activation of the notifier at a block 80. For

example, the content provider may click on the
notifier in order to display the content.

5 An exemplary notifier 82 of this
alternative type is shown in Figure 5 and is made to
appear on a screen display such as a screen display
84 shown in Figure 6, where the notifier 82 appears
over a desktop. Although not shown in Figure 6, if
the notifier 82 is displayed as a window or icon at
a predetermined location on the display, and if one
10 or more windows are layered over this predetermined
location, the notifier 82 is automatically displayed
as a top most layer so that it is visible to the
content recipient even though another application
currently has the focus (i.e., is active).

15 As shown in Figures 5 and 6, the notifier
82 has two portions. A first portion 82_a is a
symbol generally representing a pad of notes such as
the note 22 shown in Figure 3. A second portion 82_b
is a symbol generally representing a personal
20 computer displaying a note square. The first and/or
second portion 82_a and/or 82_b may be made to flash in
order to indicate that a note has been received and
has not been opened by the content recipient. Also,

the first and/or second portion 82_a and/or 82_b may have other locations such as in the system tray, in the system tool bar, in the application bar, etc.

When the content recipient activates the
5 notifier 82 at the block 80, a block 88 of the
program 60 determines whether there is an active
session being performed by the content recipient.
An active session, for example, may be an
application which has the focus of the content
recipient. If there is an active session as
10 determined at the block 88, and if the active
session is displayed in an area of the screen
display to be occupied by the content when the
content is made to appear upon activation of the
15 notifier 82, the program 60 at a block 90 uses the
content display software discussed above in order to
burn the content through the active session being
displayed.

Thus, as shown in Figure 6, when the
20 notifier 82 is activated, the note 22 is made to
appear in a predetermined portion of the screen
display 84 which happens to be partially occupied by
a window 92. Accordingly, the window 92 is burned

so that a border 94 is provided around the note 22.
The border 94 allows whatever is in a layer below
the window 92 to be seen through the border 94 around
the note 22. Thus, the note 22 burns through the
5 window 92 to expose a portion of the layer below the
window 92.

In Figure 6, the only layer below the
window 92 is a desktop. Therefore, a portion of the
desktop may be seen through the border 94. However,
10 if a second window is layered below the window 92, a
portion of this second layer, instead of a portion
of the desktop, would then be exposed through the
border 94. Alternatively, the note 22 may be
arranged to burn through all layers between it and
15 the desktop.

If there is no active session as
determined by the block 80, or after a burn through
is provided by the block 90, a block 98 causes the
newly posted content of interest to be displayed
20 within the burn through on the display of the
content recipient's network enabled device. Thus,
as shown in Figure 6, the note 22 is displayed
within the burn through portion of the window 92.

Thereafter, a block 100 determines whether an attachment location is identified such as by the content recipient. If an attachment location is identified, the received content is attached to the identified location at a block 102.

The attachment location may be identified by clicking a cursor over a location to which the received content is to be attached. Alternatively, the attachment location can be a predetermined location within a window that is open and is active at the time that the received content is made to appear on the screen display. As a further alternative, when the received content first appears on the display screen of the content recipient's network enabled device, the received content may be un-attached. However, when the received content is dragged and dropped at a new location, it automatically attaches to the window or desktop under the cursor at the time of dropping. As a still further alternative, by clicking a first time on the received content and a second time at a desired location, the received content can be

attached to the desired location as indicated by the cursor at the time of the second click.

Attachment may have one or more of the following attributes: the received content is made to appear whenever the location to which it is attached is made to appear or is visible; the received content is made to disappear whenever the location to which it is attached is made to disappear or is not visible; the received content is made to move whenever the location to which it is attached is moved, such as by scrolling or otherwise; the received content is automatically de-attached from a first location and re-attached to a second location whenever the received content is dragged from the first location and dropped at the second location; and/or the received document can be de-attached from one area of a display, such as a first window, and can be re-attached to a second area of the display, such as a second window.

Attachment may have different attributes as well so that the attributes listed above are meant to be exemplary only.

The attachment location can be a calender,
an address book, a window, a document, a desktop,
etc.

5 If an attachment location is not
identified as determined at the block 100 or after
the received content is attached at the block 102,
program flow returns to the block 66.

10 Figure 7 is a flow diagram of program code
that may be executed by the content providers of
Figure 1 in order to provide posted content of
interest to the content recipient. This flow
diagram represents a program 110 that is executed by
a corresponding server of a content provider. When
the program 110 is running, a block 112 of the
15 program 110 receives a new content request from a
content recipient. As discussed above, this new
content may be in the form of notes such as the note
22. The new content request contains a unique
identification of the content recipient's network
20 enabled device. This identification need not, and
preferably does not, identify the content recipient.
Thus, the identification is only sufficient to
determine which content, if any, has been previously

supplied by the content provider to the requesting content recipient.

5 A block 114 determines whether the identification received at the block 112 was contained in a previous request. If not, a block 116 selects all currently posted content as the content to be sent to the content recipient, and a block 118 sends the selected content to the content recipient.

10 If the block 114 determines that the identification received at the block 112 was contained in a previous request, a block 120 determines whether any new content has been posted on the content provider's server since the previous request of the requesting content recipient. If not, a block 122 selects a null message indicating that there is no new content. The block 118 sends this message to the content recipient's network enabled device, which may display this message to
15 the content recipient as desired.
20

If the block 120 determines that new content has been posted on the content provider's server since the previous request of the content

recipient, a block 124 notifies the content
recipient's network enabled device that there is new
content. If a block 126 determines that a delivery
request has been received from that the content
5 recipient's network enabled device in response to
the notification sent by the block 124, a block 128
selects only the content that has been posted since
the content recipient's last request, and the block
118 sends the content selected at the block 128. On
10 the other hand, if the block 126 determines that a
delivery request has not been received from that the
content recipient's network enabled device, the
block 122 selects the null message described above,
and the block 118 sends this null message to the
15 content recipient's network enabled device.

A delivery request might not be received
from the content recipient's network enabled device
if, for example, there has been a network failure.
A delivery request might also not be received from
20 the content recipient's network enabled device if
there has been as machine shut down. For example,
because many of the operations performed by content
recipient's network enabled device in executing the

program 60 are background tasks, the content recipient might be unaware that a note is being sent to the content recipient's network enabled device and may inadvertently shutdown the device during process of receiving a note. Alternatively, the content recipient might shutdown while receiving a note because of time constraints. In these circumstances, the null message sent to the content recipient indicates that the process had not finished.

After the content selected at the block 116 has been sent at the block 118, or after the null message selected at the block 122 has been sent at the block 118, or after the content selected at the block 128 has been sent at the block 118, the program 110 waits for the next request.

These or similar features of the present invention can be used in a number of different business models. For example, as shown in Figure 8, the note 22 may be newly posted by a content provider 130 acting as a first party. A content recipient 132 performs an activity related to the note, such as accessing or acquiring the note

through use of the program 60, where the content
recipient 132 is a second party. The content
provider 130 provides payment to a payee 134 based
upon the activity performed by the content recipient
132. In an example of this model, the payee 134 may
have provided something of value to the content
provider 130 that the content provider 130 is
offering on its web site, and the content provider
130 has agreed to pay a fee to the payee 134. The
fee may be a flat fee, or the fee may be paid each
time that the content recipient 132 accesses that
content, makes a purchase, or otherwise provides
something of value in return for the content, or the
like.

As shown in Figure 9, the note 22 may be
newly posted by a content provider 136 acting as a
first party. A content recipient 138 performs an
activity related to the note, such as acquiring the
note through use of the program 60, where the
content recipient 138 is a second party. Payment
for the activity is provided to the content provider
136 by a payer 140. In an example of this model,
the content provider 136 may be a surrogate host for

content provided by the payer 140, and the payer 140
pays a fee to the content recipient 136 for this
service. The fee may be a flat fee, or the fee may
be paid each time that the content recipient 102
5 accesses the content, makes a purchase, or otherwise
provides something of value in return for the
content, or the like.

As shown in Figure 10, the note 22 may be
newly posted by a content provider 142 acting as a
first party. A content recipient 144 performs an
activity related to the note, such as acquiring the
note through use of the program 60, where the
content recipient 144 is a second party. The
content posted by the content provider 142 is
15 supplied to the content provider 142 by a content
supplier 146. Payment is made by the content
supplier 146 to a payee 148. In an example of this
model, the payee 148 may be a creditor or a
financial backer of the content provider 142 or a
20 facilitator of the overall process, and the content
supplier 146 may be providing payment because the
content posted by the content provider 142
advertises products and/or services of the content

supplier 146. As another example of this model, the
payee 148 may have provided some portion of the
content supplied to the content provider 142 by the
content supplier 146 and the content supplier 146
provides a fee to the payee 146 for that portion.

Indeed, other fees may be exchanged
between the various parties. For example, the
content supplier 146 may also provide a fee to the
content provider 142 for hosting the content
supplied by the content supplier 146. Any of these
fees may be any combination of the following: a
flat fee; a fee that is paid each time that the
content recipient 102 accesses the content; a fee
that is paid each time that the content recipient
102 makes a purchase; a fee that is paid each time
that the content recipient 102 otherwise provides
something of value in return for the content; etc.

As shown in Figure 11, the note 22 may be
newly posted by a content provider 150 acting as a
first party. A content recipient 152 performs an
activity related to the note, such as acquiring the
note through use of the program 60, where the
content recipient 152 is a second party. The

content posted by the content provider 150 is
supplied to the content provider 150 by a content
supplier 154. Payment is made by the content
provider 150 to a payee 156. In an example of this
5 model, the payee 156 may be a creditor or a
financial backer of the content supplier 154 or a
facilitator of the overall process, and the content
provider 150 has agreed to pay a fee to the payee
156. The fee may be a flat fee or may be paid each
10 time that the content recipient 152 accesses that
content, makes a purchase or otherwise provides
something of value in return based upon that
content, or the like. As in the case of Figure 10,
other fees could also be paid in the business model
15 of Figure 11.

Other revenue options are also possible.
For example, payment may be based upon the number of
subscribers (content recipients) who request the
automatic dissemination of notes from a content
20 provider as described above in connection with
Figures 1-7. As another example, payment may be
required for the download of the program 60 to the
content recipient's network enabled device. As

still another example, payment may be required from the subscriber (content recipient) for the automatic dissemination of notes as described above in connection with Figures 1-7.

5 Accordingly, the present invention enables a content recipient to receive content in the form of the note 22 or otherwise without the need for the content recipient to provide his or her identity to the content provider. In this way, the privacy of the content recipient is assured and the content provider cannot disclose the content recipient's identity to others such as other content providers. If the content recipient no longer wishes to receive notes, the content recipient need only deactivate the program 60.

10

15

Certain modifications of the present invention have been discussed above. Other modifications will occur to those practicing in the art of the present invention. For example, the note 22 is shown above in connection with the ordering of ticket. However, the note 22 may be provided in connection with any other types of activities such as accessing or acquiring the note 22, making

20

purchases of products and/or services, performing
banking transactions, making bids, making reverse
bids, performing searches, requesting or providing
information, performing stock or other financial
related transactions, downloading software,
accessing media of various types, performing plural
interactions through the same note 22, redeeming a
coupon, printing a coupon, etc.

Moreover, as described above, newly posted
content in the form of the note 22 is displayed on a
content recipient's network enabled device within a
burn through of the active session 88.

Alternatively, instead of burning the note 22
through the active session 88, the note 22 may
simply be displayed as a top layer having the focus.
As a further alternative, the note 22 may be
displayed as a top layer automatically upon receipt
of the content or dependent upon the subject matter
of the note 22 or upon an identity of the content
provider or upon a user action.

Also, as described above, newly posted
content in the form of the note 22 is burned through
the active session 88 if the notifier is suitably

5 activated at the block 80. Alternatively, newly
posted content in the form of the note 22 may burn
through the active session 88 automatically upon
receipt of the content without the activation of the
notifier. As a further alternative, newly posted
content in the form of the note 22 may automatically
burn through the active session 88 dependent upon
the subject matter of the note or upon an identity
of the content provider.

10 Furthermore, payment may be made based
upon the following activities: placing an order,
making a purchase, performing a banking transaction,
making a bid, making a reverse bid, performing a
search, requesting or providing information,
15 performing a stock related transaction, downloading
software, accessing media, etc. Payment may be also
based upon a level (such as amount) of the relevant
activity, upon receipt of the note by the content
recipient, upon any type of interaction with the
20 note by the content recipient such as clicking on
the note by the content recipient, and/or upon any
other interest in the note as expressed by the
content recipient. Also, payment may be based upon

combinations of the above activities. Additionally,
if a content provider posts a plurality of notes,
payment may be made based upon each posted note.

5 In addition, the notifier as described
above is a visual notifier. However, the notifier
may be an audible notifier instead of a visual
notifier.

10 Moreover, as described above, the web page
20 is shown in Figure 2 as containing the note 22.
However, instead of, or in addition to, the note 22,
the web page 20 can be arranged to contain a button
or icon or other area offering a subscription to the
information contained in the note 22. If the
content recipient viewing the web page 20 elects to
15 become a subscriber such as by activating the button
or icon or other area or otherwise, the note 22 will
be supplied to the content recipient such as in
accordance with Figures 4 and 7.

20 Accordingly, the description of the
present invention is to be construed as illustrative
only and is for the purpose of teaching those
skilled in the art the best mode of carrying out the
invention. The details may be varied substantially

without departing from the spirit of the invention,
and the exclusive use of all modifications which are
within the scope of the appended claims is reserved.